

Sé libre de desarrollar

nuevas habilidades

**TALLER EN INGLÉS
LET'S GET SOCIAL**

March 16 - April 28 2022

20 hours

 **UNLA**
Universidad Latina de América

Why take the workshop?

- 1.** A strong social media and marketing plan will empower entrepreneurs to specify goals and develop strategies to reach them.
- 2.** For real world corporate employers it is essential to build trust, build profit and make a strong first impression through good design.
- 3.** Strategic budgeting on social media will give you an opportunity to work through challenges in the first year of your business and avoid failure.
- 4.** It's important to optimize your bio using searchable key words of how you want to be known.
- 5.** You will learn how to use a sort of social media tools, like: Canva InShot, Word Swag. Also how to improve your work on Facebook, Instagram, LinkedIn and Tiktok.

Dates of the program:

March 16 to may 11 2022

Wednesday and thursday

From 16:00 to 19:00

Promotions:

- a. 20% discount for students and XUNLAS.
- b. 15% discount for people who have previously taken an associate with us.
- c. 10% discount for parents of students and XUNLAS.
- d. 10% discount applied for two people when registering together.
- e. Discount for prompt payment, applied only at registration payment.

Meet the Speakers



Learn more [CLICK HERE](#)

Abby Laguidao

She is a Filipina, multi-faceted creative with a purpose to help others articulate their vision online. As a mother of 3, living in the outskirts of Seattle, WA, Abby was called to design a space she wish existed. Pixel Parlour, Kent's first diverse, minority owned and woman led creative agency, is where creativity meets entrepreneurship. She said, "I wanted to create a place where people, like me, felt seen, heard and included. In 2020, Abby won MARSum's Top 100 Marketing and Advertising Leadership Award. What prepared Abby to this award is her mission to leverage her space to teach the community of business owners on branding with confidence, Broken to Business™ mentorship, and marketing their story.



Profits:

Registration until: **march 16th, 2022**

Registration cost **\$1,200.00**

- Pay before january 15th, 2022 and recive a 50% discount on your registration payment.
- Pay before february 12nd, 2022 and recive a 25% discount on your registration payment.

Workshop payment in 2 tuition.

- Al acreditar el programa, **se entregará un diploma con valor curricular y registro** ante la Secretaría del Trabajo y Previsión Social.

Modular Content

MODULE 1. Clarify your Brand

- 1.1. Identify your "why" and the type of people you serve
- 1.2. How does your business help others survive and thrive in the new economy?

MODULE 2. Audit your Social Media

- 2.1. A clean display photo that represents your brand
- 2.2. Optimize bio: use searchable key words of how you want to be known
- 2.3. Curated and quality content that excites your customers

MODULE 3. Be Consistent

- 3.1. What style of imagery will resonate with your audience the most?
- 3.2. How do you want to make them feel?
- 3.3. What are your brand colors?

MODULE 4. Save Time

- 4.1. What style Canva – Graphic design app
- 4.2. Word Swag – Graphic design app
- 4.3. VSCO – Photo editing app
- 4.4. Trello – Project management tool
- 4.5. Planoly or Plann – Instagram layout tool
- 4.6. InShot – Video editing app

MODULE 5. Leverage Free Resources

- 5.1. Where does your ideal customer hang out?
- 5.2. Facebook, Instagram, LinkedIn and Tiktok.

MODULO 6. Collaborate

- 6.1. Ask other leaders to get involved to serve a bigger purpose

Remote registration:

Registration procedure:

Enter the following link where you will find the Online Registration Instructions with the step by step guide to carry out the registration and payment: <https://www.unla.mx/tutorial/educacioncontinua/>

Face-to-face registration:

1. ADMISSIONS: The interested party must go to the Admissions department, where they will deliver entry documents and will be registered as an applicant or their data will be updated if they already have a student account.

2. SCHOOL SERVICES: The applicant will go through with his/her application for admission to School Services so that enrollment in the program can be carried out.

3. CASHIER AREA: The applicant must go to the Cashier Area to make the registration payment to the corresponding program.



Mayores informes:

UNLA Campus Manantiales

Manantial de Cointzio No. 355,
Col. Los Manantiales de Morelia,
Morelia, Michoacán.

Espacio UNLA Altozano

Av. Montaña Monarca No. 1000
Local 2N 47 y 2N 48, en planta alta,
Desarrollo Montaña Monarca,
Morelia, Michoacán.

 443 322 15 00 ext. 1185

 **443 438 7034**

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